



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 577943 /		<u>Alt Order #</u> 9818578
<u>Product</u> NRCC IE		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3160
<u>Advertiser</u> National Republican Congressional Committ		<u>Original Date / Revision</u> 09/25/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8380	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/19/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
N 2	13	10/19/12	10/21/12	FOX News Sunday	9a-10a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
N 3	13	10/19/12	10/25/12	M-F 6a-7a	6a-7a		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				4	\$475.00			
N 4	13	10/19/12	10/21/12	Sa 7a-9a	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$500.00			
N 5	13	10/19/12	10/21/12	Su 1005p-1035p	1005p-1035p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$600.00			
N 6	13	10/19/12	10/25/12	M-F 7a-8a	7a-8a		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				4	\$475.00			
N 7	13	10/19/12	10/21/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,500.00			
N 8	13	10/19/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
N 9	13	10/19/12	10/25/12	M-F 1005p-1035p	1005p-1035p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				2	\$500.00			
N 10	13	10/19/12	10/21/12	Sa 7a-9a	7a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00			
N 11	13	10/19/12	10/21/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/19/12 - 10/25/12	<u>Product</u> NRCC IE	<u>Estimate #</u> 3160
<u>Advertiser</u> National Republican Con		<u>Original Date / Revision</u> 09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 12	13	10/19/12	10/25/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				4	\$350.00			
N 13	13	10/19/12	10/25/12	M-F 9p-1005p	9p-1005p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				2	\$1,500.00			
N 14	13	10/19/12	10/21/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 15	13	10/19/12	10/21/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 16	13	10/19/12	10/25/12	M-F 9p-1005p	9p-1005p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				3	\$1,500.00			
N 17	13	10/19/12	10/21/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 18	13	10/22/12	10/25/12	World Series on FOX	2p-CC		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--11---				2	\$3,000.00			
N 19	13	10/19/12	10/21/12	College Football Late	5p-cc		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$5,000.00			
N 20	13	10/19/12	10/25/12	M-F 630p-7p	630p-7p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				2	\$700.00			
N 21	13	10/22/12	10/25/12	FOX Prime Monday 7-8p	7p-8p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	M-----				1	\$2,500.00			
N 22	13	10/19/12	10/21/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$1,000.00			
N 23	13	10/19/12	10/25/12	M-F 5p-530p	5p-530p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				4	\$550.00			
N 24	13	10/19/12	10/25/12	M-F 6p-630p	6p-630p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				3	\$850.00			
N 25	13	10/19/12	10/25/12	M-F 4p-5p	4p-5p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/12	10/25/12	MTWTF--				4	\$400.00			
N 26	13	10/19/12	10/21/12	FOX NFL 2p	2p-CC		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$2,600.00			
N 27	13	10/19/12	10/21/12	FOX NFL 11a	11a-CC		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$2,600.00			
<b>Totals</b>											<b>50</b>	<b>\$49,950.00</b>

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	50	\$49,950.00	\$42,457.50
<b>Totals</b>	<b>50</b>	<b>\$49,950.00</b>	<b>\$42,457.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Rep Order# 9818578 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/25/2012 1:34 PM  
Last Received: 09/25/2012 1:24 PM  
Showing Buylines: All Lines

1 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE  
Estimate# 3160  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/3160  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NRCC ADD TO SKED \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER- PLEASE CHECK & CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	8A-9A	GOOD DAY UT	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	2	SU	9A-10A	FOX NEWS SUNDAY	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	3	F,M-TH	6A-7A	GOOD DAY UT	:30	\$475.00	10/19-10/25	4	1	4	\$1,900.00	
	4	SA	8A-9A	GOOD DAY UT	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	5	SU	1005P-1035P	SPORTS PAGE	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	6	F,M-TH	7A-8A	GOOD DAY UTAH	:30	\$475.00	10/19-10/25	4	1	4	\$1,900.00	
	7	SU	9P-930P	NEWS	:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
	8	SU	7A-8A	GOOD DAY UT	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	9	F,M-TH	1005P-1035P	SEINFELD	:30	\$500.00	10/19-10/25	2	1	2	\$1,000.00	
	10	SA	7A-8A	GOOD DAY UT	:30	\$400.00	10/20-10/20	1	1	1	\$400.00	

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EC'd Yes

Traffic Order#

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Station KSTU-TV SALT LAKE CITY, UT  
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Product NRCC IE  
Estimate# 3160  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/3160  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	930P-10P	NEWS	:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
	12	F,M-TH	530A-6A	GOOD DAY UT	:30	\$350.00	10/19-10/25	4	1	4	\$1,400.00	
	13	F,M-TH	9P-930P	NEWS	:30	\$1,500.00	10/19-10/25	2	1	2	\$3,000.00	
	14	SA	9P-10P	NEWS FOLO FTBL	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	15	SA	930P-1005P	PAC-12 SHOW	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	16	F,M-TH	930P-1005P	NEWS	:30	\$1,500.00	10/19-10/25	3	1	3	\$4,500.00	
	17	SA	9P-930P	NEWS	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	18	W-TH	530P-9P	MLB WORLD SERIES	:30	\$3,000.00	10/24-10/25	2	1	2	\$6,000.00	
	19	SA	5P-830P	COLLEGE FOOTBALL: UTAH	:30	\$5,000.00	10/20-10/20	1	1	1	\$5,000.00	
	20	F,M-TH	630P-7P	SEINFELD	:30	\$700.00	10/19-10/25	2	1	2	\$1,400.00	
	21	M	7P-8P	BONES	:30	\$2,500.00	10/22-10/22	1	1	1	\$2,500.00	
	22	SA	930P-1005P	NEWS	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	23	F,M-TH	5P-530P	NEWS	:30	\$550.00	10/19-10/25	4	1	4	\$2,200.00	
	24	F,M-TH	6P-630P	SIMPSONS	:30	\$850.00	10/19-10/25	3	1	3	\$2,550.00	
	25	F,M-TH	4P-5P	DR. OZ	:30	\$400.00	10/19-10/25	4	1	4	\$1,600.00	

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Agency C/P1/P2/E 155/426/3160  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	26	SU	2P-5P	NFL	:30	\$2,600.00	10/21-10/21	1	1	1	\$2,600.00	
	27	SU	11A-2P	NFL	:30	\$2,600.00	10/21-10/21	1	1	1	\$2,600.00	

---REPORT TOTALS---

Report Totals: 50 / \$49,950.00

---SALES MONTHLY TOTALS---

Oct 12: 50 / \$49,950.00  
Sales Totals: 50 / \$49,950.00  
Station Totals: 50 / \$49,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$138,750	CABL 0%	KDLU 0%	KJZZ 2%	KSL 16%	KSTU 36%
		KTVX 10%	KUCW 1%	KUTV 35%	UNKB 0%	UNKN 0%

Books null  
Demos RA3564